Sharpening the focus on 9 khz decision

NCTA

Ziff-Davis puts TV group on block

Broadcasting Jun 1

The News Magazine of the Fifth Estate □ Vol. 100 No. 22

Our 50th Year □ 1981

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The First 50 Years Of Broadcasting

1963

The Week in Brief

TOP OF THE WEEK

RALLYING AROUND CABLE'S FLAG ☐ NCTA convention gets under way on upbeat theme with universal agreement from speakers inside and outside CATV that cable is in fast lane to become $300-billion telecommunications industry that will revolutionize nation's lifestyle. **PAGE 35.** Wheeler emphasizes cable's added dimensions. **PAGE 36.** Dittrick calls for vigilance and aggressiveness. **PAGE 37.**

9 KHZ WINDS ☐ FCC's June 16 meeting on reduced AM channel spacing has been postponed as staff prepares for House hearing on switch. Representative Findley urges daytimers to support change. **PAGE 38.**

ZIFF TV'S UP FOR SALE ☐ Six outlets, acquired just three years ago, should go for more than $100 million. Pompadur says decision is based on desire for money to expand publishing-related businesses. **PAGE 38.**

NAB BOARD TIME ☐ Joint session in Washington this week will pick new officers, is expected to stiffen stance against DBS, push for AM stereo action, and decide its position on AT&T. **PAGE 39.**

TYING A BELL ON BELL ☐ Witnesses at Hill hearing on competition and deregulation endorse those goals, but some want restraints of AT&T to protect their preserve. **PAGE 40.**

CARLEY VS. FLEMING ☐ It was one of the highlights of NAPTS's Washington convention that dealt with all issues affecting public television. **PAGE 41.**

AT ODDS ☐ Public broadcasting station leaders tell members of Congress that they disagree with CPB's opposition to funding bill. **PAGE 42.**

AT LARGE

WHEELER IN THE WHEELHOUSE ☐ As president of NCTA since August 1979, Tom Wheeler has steered cable through time of dramatic change. But, in this preconvention interview, he warns of rough waters still ahead. He discusses numbers that reflect cable's progress as well as issues and competition that could slow it down. **PAGE 47.**

LAW & REGULATION

UMPIRES OF COPYRIGHT ☐ One of Washington's smallest agencies, the Copyright Royalty Tribunal, has discharged its duties with disregard for many bureaucratic procedures. Here's a review of CRT's history and a look at how Kastenmeier's legislation may alter its functions. **PAGE 62.**

BUSINESS

TAKING CAB TO L.A. ☐ With new CableTelevision Advertising Bureau at its first NCTA convention, Bob Alter reviews status of new organization and what's in works. **PAGE 74.**

MEDIA

ON MEDIA FRONTIER: DOW JONES ☐ Company that made much of its name with *Wall Street Journal* has been keeping up with technology, expanding not only its printing functions, and breaking into newswire, broadcasting, cable TV and other new ventures. **PAGE 86.**

MSO HEAVYWEIGHTS ☐ BROADCASTING's survey of cable multiple system operators puts ATC in first place with 1.4 million basic subscribers at this time and with potential to expand soon to more than 2.1 million. **PAGE 89.**

PROGRAMING

POSTMAN DIDN'T RING AT ALL ☐ WABC-TV New York fires five after probe finds staff-written letters were read on news and public affairs programs but misrepresented as material submitted by public. **PAGE 96.**

1963

THE 'BROADCASTING' YEARS ☐ Newton Minow turned over the FCC reins to E. William Henry as the commission worked for programing reforms and a solution to radio overpopulation. Congress probed broadcast ratings services, prompting radio-TV efforts for greater self-discipline. **PAGE 105.**

PROFILE

NCTA'S RENAISSANCE WOMAN ☐ Kathy Creech learned early that good research is mortar for construction of sound policy. It's just one facet of her makeup that helped her become NCTA's vice president, industry affairs, and earned Tom Wheeler's praise as the "renaissance" woman. **PAGE 131.**

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strategic planning. The extensive talent search and recruitment operations of both companies have been fed into AR&D. The executive in charge of that function is Don Fitzpatrick.

Duff and Taylor said AR&D's objective is to be a multi-service organization offering perspectives to TV station operators whose perception may be limited or too parochial. That input, they added, is constantly updated by frequent trips and surveys at their clients' bases of operations.

As for talent training, Taylor pointed out that station personnel, "like every doctor or other professional," should go back to school to upgrade abilities. As for personnel recruitment, he cited the thousands of tapes the company maintains, from which AR&D can punch up data to locate any type of personnel desired.

Willis said that the bottom line in meeting the competition is constant improvement of the on-air product and that research plays a paramount role in attaining that end.

The AR&D client list includes, among others, some stations of the CBS Broadcast Group, Taft, Storer, Evening News Association and Baltimore Sunpapers as well as all Pulitzer outlets.

AR&D's bases of operation: 680 Beach Street, San Francisco 94109 (telephone, 415—441-0550) and 8220 Elmbrook Drive, Dallas 75247 (214—630-9057).

Quarterly report. The television networks ended the first quarter of 1981 with a 2.2% gain in revenues over the first quarter a year ago, despite a rare month-to-month decline in February, according to figures compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

The February decline was 3.8% (BROADCASTING, May 18) but was offset by gains of 7% in January and 3.4% in March. March billings were $449,962,700, pushing the first-quarter total to $1,259,445,900.

ABC-TV, though running second in prime-time ratings, was sufficiently ahead in other dayparts to rank first in revenues for the quarter. Its total was $437,405,600, a 34.7% share. CBS-TV was second with $423,190,000, or 33.6%, and NBC-TV was third with $398,850,300, or 31.7%.

February and March revenues were down from a year ago in all broad dayparts except nighttime, which showed a plus by a tenth of a percentage point in February and by a more solid 5.7% in March. Weekend daytime in February was off 20.7% but in March kept the loss to 1.8%.

January

	1980	1981	% chg.
Daytime	$140,876,100	$157,341,600	+11.7
Mon.-Fri.	100,077,200	100,382,400	+ 0.3
Sat.-Sun.	40,798,900	56,959,200	+39.6
Nighttime	254,597,600	265,842,400	+ 4.4
Total	$395,473,700	$423,184,000	+ 7.0

February

	1980	1981	% chg.
Daytime	$147,945,900	$132,505,100	−10.4
Mon.-Fri.	95,016,400	90,530,100	− 4.7
Sat.-Sun.	52,929,500	41,975,000	−20.7
Nighttime	253,511,400	253,794,100	+ 0.1
Total	$401,457,300	$386,299,200	− 3.8

March

	1980	1981	% chg.
Daytime	$155,782,800	$154,633,100	−0.7
Mon.-Fri.	98,574,400	98,478,700	−0.1
Sat.-Sun.	57,208,400	56,154,400	−1.8
Nighttime	279,365,900	295,329,600	+5.7
Total	$435,148,700	$449,962,700	+3.4

Jan.-March

	1980	1981	% chg.
Daytime	$ 444,604,800	$ 444,479,800	0
Mon.-Fri.	293,668,000	289,391,200	−1.5
Sat.-Sun.	150,936,800	155,088,600	+2.8
Nighttime	787,474,900	814,966,100	+3.5
Total	$1,232,079,700	$1,259,445,900	2.2

By network

Quarter	ABC	CBS	NBC	Total
Jan.-Mar.	$437,405,600	$423,190,000	$398,850,300	$1,259,445,900

Notes: (1) January 1981 had one more weekend day than January 1980 (9 vs. 9).
(2) While February had the same number of weekend days as last year (eight versus eight), the presence of the winter Olympics in February 1980 had an effect on the percent changes, particularly the weekend daytime segment. Overall February 1981 was one day shorter than February 1980 (28 versus 29).
(3) March 1981 had one less weekend day than March 1980 (9 vs. 10).

Adjusting to a different ad environment

The shifting role of media management over the next 10 years was explored by a panel of speakers at the annual Media Day seminar of the American Association of Advertising Agencies.

More than 300 advertising executives gathered at the Grand Hyatt hotel in New York to listen to panelists analyzing the developments expected to emerge during the decade as they relate to client, creative

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Cable's top 25: Today and tomorrow

Projected rank	Current rank	Company	Basic subscribers	Homes passed	Basic penetration	Pay subscriptions	Unpassed homes in franchised areas	Projected basic subscribers
1	1	ATC	1,424,000	2,705,000	52.6	1,007,000	1,465,000	**2,156,500**
2	3	TCI	1,277,301	2,478,000	51.5	563,191	1,000,000	**1,777,301**
3	2	Teleprompter	1,383,384	2,700,000	51.2	520,000	300,000	**1,533,384**
4	6	Storer	645,700	1,309,000	49.3	481,000	1,647,000	**1,469,200**
5	5	Warner Amex	770,000	1,375,000	56.0	360,000	1,325,000	**1,432,500**
6	4	Cox Cable	944,132	1,700,000	55.5	662,363	955,000	**1,421,632**
7	7	Times Mirror	618,046	1,078,707	57.3	378,984	931,000	**1,083,546**
8	9	UA-Columbia	432,000	825,000	52.3	328,000	286,000	**575,000**
9	10	Sammons	418,000	619,000	60.1	180,000	261,000	**548,000**
10	11	United Cable	398,000	753,000	52.8	278,000	245,000	**520,000**
11	8	Viacom	464,014	943,411	49.2	207,641	101,106	**514,567**
12	12	Continental	377,000	850,000	44.3	287,000	260,000	**507,000**
13	13	Newhouse	357,435	524,900	68.1	178,782	126,000	**420,435**
14	16	TeleCable	255,000	407,000	62.7	113,000	220,000	**365,000**
15	14	General Electric	275,000	470,000	58.5	129,500	—	**275,000**
16	21	Comcast	171,000	315,000	54.3	90,225	196,000	**269,000**
17	20	Cablevision	185,000	523,000	35.4	181,000	150,000	**260,000**
18	15	Cablecom-General	259,085	377,190	68.7	115,993	—	**259,085**
19	19	Liberty	186,606	380,000	49.1	56,591	120,000	**246,606**
20	17	Service Electric	210,000	275,000	76.4	30,000	—	**210,000**
21	18	Midwest Video	206,848	NA	NA	NA	—	**206,848**
22	23	Wometco	153,434	294,341	52.1	115,320	100,000	**203,000**
23	25	Century	145,602	275,000	52.9	66,850	75,000	**183,102**
24	22	Vision Cable	155,000	275,000	56.4	100,000	55,000	**182,500**
25	24	Tele-media	152,600	211,000	72.3	38,500	44,000	**174,600**
		Total	11,864,187	21,663,549	54.7	6,486,940	9,862,106	**16,748,806**

ATC tops in subscribers among the 25 largest cable MSO's; BROADCASTING projection shows those companies account for 64% of industry; pay subs total more than 6.4 million

When it comes to basic subscriberships, American Television & Communications (ATC) is the present and future leader of the cable multiple system operators.

A BROADCASTING survey of the top-25 MSO's shows ATC in first place with 1,424,000 basic subscribers and finds that the Denver-based company can be expected to maintain its number-one ranking in the foreseeable future. ATC has the potential to expand its basic subscriber rolls to 2,156,500.

BROADCASTING's projected subscriberships are based on the number of homes each of the MSO's has in areas, under franchise, but not yet passed by cable. That number is halved—the chart assumes conservatively 50% cable penetration—and added to the number of current subscribers.

There are no dramatic differences between the current and projected rankings. Although the orders of rank are different, no one on the current lists drops off the projected list and, conversely, there are no new names on the projected list.

Just one current member of the top-10, Viacom, is not included among the projected top-10. It is replaced on that list by United Cable.

The current ranking is testimony of the increasing concentration of ownership in the industry. The top 25 MSO's serve 64% of the subscribers of the entire industry, which is now hovering around 18.6 million. Moreover, the top-10 companies have 40% of the subscribers. As the chart shows, the tendency toward concentration will become more pronounced in the years ahead since it is the big MSO's that have the most unpassed franchised homes.

The projected figures are, of course, estimates and will change drastically as companies win franchises and acquire or merge with other MSO's. Newhouse, whose numbers represent its two cable subsidiaries, NewChannels and MetroVision, will spring into the top-10 of both rankings when its acquisition of Vision Cable becomes final later this year. Based on current figures, Newhouse will move to the eighth spot in both rankings.

Tele-Communications lofty positions on the chart are attributable in part to its acquisition of Horizon Communications and that MSO's approximately 125,000 subscribers. The TCI number will get another little boost when it incorporates the subscribers of Cable Information Systems, purchased last month, in its counts.

The chart lists only U.S. owned companies. Otherwise, U.S. Cablesystems Inc., a subsidiary of Rogers Cablesystems, a major Canadian MSO, would be among the top-25. USCI currently reports 390,000 basic subscribers and it has bid to takeover UA-Columbia, ranked nine on the current list.

Watch out for Selcom in the Midwest

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tions, causing her dismissal.

The lawsuit was filed May 18 in Superior Court in Washington by Marie Castro-Arrien, 35, after a similar complaint to the District of Columbia Human Rights Office had been found to have had "probable cause." Ockershausen was a member of the NAB board of directors from 1969-1976 and chairman of the joint board from 1973-1975.

In her suit, Castro-Arrien alleges that while she was Ockershausen's administrative assistant—from December 1979 until she was dismissed in October 1980—she was "sexually molested, propositioned, caressed, fondled, pinched, insulted, humiliated, ridiculed, harassed, embarrassed, intimidated, slandered, defamed and degraded by Ockershausen, with the cooperation, knowledge and assent" of WMAL and ABC.

The complaint further alleges that when Castro-Arrien objected to Ockershausen's advances, he ridiculed her in front of other people and "embarked upon a systematic campaign of retaliation." He is said to have called her "a dumb Puerto Rican," a "dumb Mexican," and a "spic," and said she was working for him to "fill his quota" under affirmative action programs.

The suit also alleges that Ockershausen harassed her for attending special church services during the week, "severely" restricted her use of lavatory facilities, had her perform "menial housekeeping chores, not normally associated with her position," and falsified her job evaluations, with ABC and WMAL's knowledge, in an attempt to justify her dismissal.

Stuart Gerson, an attorney representing Ockershausen, WMAL and ABC, said the lawsuit looked like "the complaint of a disgruntled former employe" and dismissed Castro-Arrien's charges as "colorful allegations, which we deny." Gerson noted that he had instructed his clients not to speak on the issue, preferring to "speak best through our court papers," but said the defendants intended to "defend against all the charges."

Penetrating figures from Nielsen

Santa Barbara tops DMA list with 80% penetration; average figures for country is 25.3%

Santa Barbara-Santa Maria-San Luis Obispo, Calif., leads the list with 80% cable penetration. Least penetrated is Las Vegas at 1.7%.

A.C. Nielsen has released new cable-penetration estimates for all Nielsen Station Index DMA's (designated/market areas). The estimates, effective with the February 1981 survey period, are said to be based on an "improved procedure" for calculation. Nielsen, for example, now uses a formula to project cable growth in addition to relying on cable-system subscriber counts.

Other heavily penetrated markets are Parkersburg, W.Va. (75.1%); Laredo, Tex. (74.8%); Biloxi-Gulfport, Miss. (74.2%), and Yuma, Ariz.-El Centro, Calif. (72.7%). With Las Vegas and currently at the other end of the wired nation are Baltimore (5.4%); St. Louis (5.1%); Chicago (4.2%), and Detroit (3.2%).

Nationwide, the Nielsen penetration estimate is 25.3%. The complete list follows:

Market	% penetration
Abilene-Sweetwater, Tex.	59.0
Ada-Ardmore, Okla.	42.6
Albany, Ga.	38.3
Albany-Schenectady-Troy, N.Y.	44.1
Albuquerque, Farmington, N.M.	27.2
Alexandria, La.	47.6
Alexandria, Minn.	30.5
Alpena, Mich.	61.9
Amarillo, Tex.	54.2
Atlanta	18.2
Augusta, Ga.	29.2
Austin, Tex.	41.4
Bakersfield, Calif.	68.3
Baltimore	5.4
Bangor, Me.	23.8
Baton Rouge	33.7
Beaumont-Port Arthur, Tex.	24.7
Beckley-Bluefield-Oak Hill, W. Va.	69.2
Billings, Mont.	40.7
Biloxi-Gulfport, Miss.	74.2
Binghamton, N.Y.	59.4
Birmingham, Anniston, Ala.	30.4
Boise, Idaho	9.3
Boston, Manchester, N.H.-Worcester, Mass.	15.9
Bristol, Va.-Kngspt.-J. City, Tenn.	37.3
Buffalo, N.Y.	36.0
Burlington, Vt.-Plattsburg, N.Y.	41.4
Butte, Mont.	52.5
Casper-Riverton, Wyo.	69.8
Cedar Rapids-Waterloo, Dubuque, Iowa	16.5
Champaign-Springfield-Decatur, Ill.	48.8
Charleston-Huntington, W. Va.	51.9
Charleston, S.C.	25.2
Charlotte, N.C.	14.5
Chattanooga	23.1
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	57.9
Chicago	4.2
Chico-Redding, Calif.	52.7
Cincinnati	12.0
Clarksburg-Weston, W. Va.	70.6
Cleveland-Akron, Ohio	18.9
Colorado Springs-Pueblo	28.6
Columbia-Jefferson City, Mo.	30.6
Columbia, S.C.	29.0
Columbus-Tupelo, Miss.	41.0
Columbus, Ga.	41.2
Columbus, Ohio	34.8
Corpus Christi, Tex.	31.7
Dallas-Ft. Worth	9.9
Davenport, Iowa-Rock Island-Moline, Ill.	30.5
Dayton, Ohio	32.6
Denver	8.8
Des Moines-Ames, Iowa	24.9
Detroit	3.2
Dothan, Ala.	31.1
Duluth, Minn.-Superior, Mich.	28.7
El Paso, Tex.	42.0
Erie, Pa.	32.9
Eugene, Ore.	57.3
Eureka, Calif.	63.3
Evansville, Ind.	38.3
Fargo-Valley City, N.D.	30.9
Flint-Saginaw-Bay City, Mich.	28.4
Florence, S.C.	43.6

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Market	% penetration
Fresno (Visalia), Calif.	16.5
Ft. Myers-Naples, Fla.	57.0
Ft. Smith, Ark.	52.0
Ft. Wayne, Ind.	23.5
Gainesville, Fla.	62.4
Glendive, Mont.	56.2
Grand Junction-Montrose, Colo.	62.1
Grand Rapids-Kalmzoo-B. Creek, Mich.	33.5
Great Falls, Mont.	40.1
Green Bay, Wis.	16.4
Greensboro-H. Point-W. Salem, N.C.	21.1
Greenville-N. Bern-Washntn, N.C.	27.6
Greenville-Spart., S.C.-Asheville, N.C.	19.5
Greenwood, Miss.	54.1
Hagerstown, Md.	57.0
Harlingen-Weslaco, Tex.	28.8
Harrisburg-Lncstr-Leb-York, Pa.	46.0
Harrisonburg, Va.	38.3
Hartford-New Haven, Conn.	40.9
Hattiesburg-Laurel, Miss.	34.1
Honolulu	45.7
Houston	12.4
Huntsville-Decatur-Florence, Ala.	39.7
Idaho Falls-Pocatello, Idaho	34.0
Indianapolis-Lafayette, Ind.	22.7
Jackson, Miss.	36.2
Jackson, Tenn.	49.1
Jacksonville, Fla.	27.9
Johnstown-Altoona, Pa.	67.5
Jonesboro, Ark.	44.6
Joplin-Pittsburg, Kan.	34.9
Kansas City	24.1
Knoxville, Tenn.	28.6
La Crosse-Eau Claire, Wis.	41.8
Lafayette, La.	33.4
Lake Charles, La.	45.3
Lansing, Mich.	38.4
Laredo, Tex.	74.8
Las Vegas	1.7
Lexington, Ky.	28.2
Lima, Ohio	67.0
Lincoln-Hastings-Kearney, Neb.	32.5
Little Rock-Pine Bluff, Ark.	18.9
Los Angeles, Palm Springs, Calif.	16.2
Louisville, Ky.	15.6
Lubbock, Tex.	38.5
Macon, Ga.	53.6
Madison, Wis.	30.0
Mankato, Minn.	46.0
Marquette, Mich.	63.7
Mason City-Austin-Rochester, Minn.	29.1
Medford-Klamath Falls, Ore.	48.6
Memphis	16.3
Meridian, Miss.	37.0
Miami-Ft. Lauderdale, Fla.	12.6
Milwaukee	8.7
Minneapolis-St. Paul	6.3
Minot-Bismarck-Dickinson, N.D.	36.0
Missoula, Mont.	43.9
Mobile, Ala.-Pensacola, Fla.	32.1
Monroe, La.-El Dorado, Ark.	30.2
Monterey-Salinas, Calif.	69.6
Montgomery, Ala.	37.6
Nashville-Bowling Green, Ky.	15.0
New Orleans	17.2
New York	19.8
Norfolk-Portsmth-Newpt. News, Va.	22.9
North Platte-Hayes-McCook, Neb.	33.0
Odessa Midland-Monahans, Tex.	66.5
Oklahoma City	26.7
Omaha	9.8
Orlando-Daytona Beach, Fla.	39.9
Ottumwa, Iowa-Kirksville, Mo.	45.5
Paducah, Ky.-C. Girardeau, Mo.-Harrbg, Ill.	31.7
Panama City, Fla.	33.3
Parkersburg, W. Va.	75.1
Peoria, Ill.	37.7
Philadelphia	24.7
Phoenix-Flagstaff, Ariz.	11.2
Pittsburgh	42.9
Portland-Bend, Ore.	19.5
Portland-Poland Spring, Me.	37.0
Presque Isle, Me.	48.1
Providence, R.I.-New Bedford, Mass.	12.4
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	33.4
Raleigh-Durham, N.C.	27.1
Rapid City, S.D.	44.9
Reno	51.1
Rhinelander, Wis.	22.0
Richmond-Petersburg-Charlotsvl, Va.	17.4
Roanoke-Lynchburg, Va.	33.2
Rochester, N.Y.	20.7
Rockford, Ill.	44.8
Roswell, N.M.	63.1
Sacramento-Stockton, Calif.	23.7
Salisbury, Md.*	61.9
Salt Lake City	15.2
San Angelo, Tex.	68.8
San Antonio, Tex.	22.6
San Diego	49.6
San Francisco-Oakland	37.8
Santa Barbra-SanMar-San Luis, Calif.	80.0
Savannah, Ga.	32.7
Seattle-Tacoma, Wash.	31.5
Shreveport, La.	37.0
Sioux City, Iowa	16.7
Sioux Falls-Mitchell, S.D.	28.0
South Bend-Elkhart, Ind.	31.4
Spokane, Wash.	37.5
Springfield, Mo.	12.6
Springfield-Holyoke, Mass.	33.5
St. Joseph, Mo.	43.5
St. Louis	5.1
Syracuse-Elmira, N.Y.	51.8
Tallahassee, Fla.-Thomasville, Ga.	40.7
Tampa-St. Petersburg-Sarasota, Fla.	19.3
Terre Haute, Ind.	29.7
Toledo, Ohio	36.1
Topeka, Kan.	45.2
Traverse City-Cadillac, Mich.	30.1
Tucson-Nogales, Ariz.	15.2
Tulsa, Okla.	34.2
Twin Falls, Idaho	54.8
Tyler, Tex.	56.1
Utica, N.Y.	59.4
Waco-Temple, Tex.	53.5
Washington	7.4
Watertown, N.Y.	46.4
Wausau, Wis.	19.2
West Palm Beach-Ft. Pierce, Fla.	49.3
Wheeling, W. Va.-Steubenville, Ohio	59.5
Wichita Falls, Tex.-Lawton, Okla.	45.1
Wichita-Hutchinson, Kan.	34.5
Wilkes Barre-Scranton, Pa.	61.6
Wilmington, N.C.	38.4
Yakima, Wash.	42.1
Youngstown, Ohio	25.2
Yuma-El Centro, Ariz.	72.7
Zanesville, Ohio	60.8

* may include some seasonal homes

How to smooth the rocky road of franchising

Harvard hosts cable conference featuring representatives of cable firms and associations; general agreement that cities make unreasonable demands on companies bidding for franchises

A realistic appraisal of community needs and clear standards for cable franchise applicants to follow will help avoid broken promises, unused facilities and high subscriber costs, public interest and industry speakers agreed at a two-day Harvard conference on cable television.

Representatives of citizen groups, cable commissions and cable systems criticized cities that greet franchise applicants with a "wish list" of requests for everything from a new library to an oral history channel. And they were in accord that if these demands aren't economically feasible, the consumer will pay because the company will simply pass along its costs.

"There's a myth that cable companies are wealthy enough to give the community all the goodies it wants," Comcast Corp., Philadelphia, Vice President Edward McGuire, told some 125 educators, librarians, access representatives, consultants and cable industry executives. "But just as there's no free lunch," he continued, "there are no free goodies." Calling excessive franchise requirements indirect taxes on the public, he said cities that think they're "blackjacking" cable applicants are really "blackjacking" their own citizens.

McGuire accused his own industry of a "significant lack of courage" in knuckling under to some exorbitant community demands, saying companies do so because costs can be passed on to the consumer and because "in American business, if you don't grow, you die. You have to have the property."

The cable industry "may not be benign," McGuire said, "but we are efficient, and we can get the job done when we get clear guidelines" from the communities.

How to regulate the industry? "When government regulates, it strangles," he maintained, "but we in the industry have to look at the bottom line. Who's going to regulate? I don't have the answer."

Saying cable television is "atrociously underused" and should be thought of as a

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Ratings Roundup

CBS-TV, having fallen to an unusual third-place standing a week earlier (BROADCASTING, May 25), recouped big for the week ended May 24—outdistancing its closest competitor by more than two rating points. Prime-time averages for May 18-24 showed CBS with a 16.5 rating and 30 share to ABC-TV's 14.3/26 and NBC-TV's 13.9/25.

Of the week's top five programs, CBS had four. During the week, CBS won Thursday, Friday and Sunday; ABC took Tuesday and Wednesday, and NBC led on Monday and Saturday.

Being a "sweeps" week, movies and specials were plentiful. Of the 11 theatrical and made-for-TV movies offered, CBS's repeat of "Silver Streak" did best and NBC's repeat of "National Lampoon's Animal House" the worst.

With the May sweeps approaching an end (26 days of Arbitron's count and 25 Nielsen days through May 25), CBS was commanding a healthy lead. The arbitron and Nielsen periods for CBS averaged the same scores a 16.4 rating; ABC had a 15.8 in both periods, and NBC had a 15.1 (Arbitron) and 15.0 (Nielsen).

■ Outside of prime time, ABC was claiming considerable success with its *World News Tonight*—that it came the closest ever to the *CBS Evening News* "during a non-event week." The averages, according to ABC, brought its early-evening news broadcast to within two-tenths of a rating point of the leader: CBS 11.4/25; ABC 11.2/24 and *NBC Nightly News* 10.2/22.

The First 20

1.	*Miss USA Pageant* (special)	CBS	22.8/37
2.	"Silver Streak" (movie)(R)	CBS	21.1/40
3.	*M*A*S*H* (R)	CBS	20.0/31
4.	*Three's Company*	ABC	19.7/31
5.	*The Violation of Sarah McDavid* (movie)	CBS	19.3/31
6.	*Happy Days*	ABC	19.0/34
7.	*Too Close For Comfort* (R)	ABC	18.7/29
8.	*The Jeffersons* (R)	CBS	18.2/34
9.	*Laverne & Shirley*	ABC	18.2/31
10.	"Bitter Harvest" (movie)	NBC	18.0/29
11.	*Dukes of Hazzard*	CBS	17.8/33
12.	"She's in the Army Now" (movie)	ABC	17.8/30
13.	*House Calls* (R)	CBS	17.6/27
14.	*Diff'rent Strokes* (R)	NBC	17.3/29
15.	*60 Minutes* (R)	CBS	17.0/39
16.	*Little House on the Prairie* (R)	NBC	16.6/27
17.	*Real People* (R)	NBC	16.3/30
18.	*Hart to Hart*	ABC	16.3/26
19.	*Facts of Life* (R)	NBC	15.9/26
20.	*That's Incredible* (R)	ABC	15.8/25

The Final Five

52.	*Incredible Hulk*	ABC	10.5/23
53.	"National Lampoon's Animal House" (movie)(R)	NBC	10.3/21
54.	*Fog* (special)	CBS	10.0/20
55.	*NBC Magazine*	NBC	8.3/16
56.	*Mysteries of the Sea* (special)(R)	ABC	8.2/18

R indicates repeat

TV supplanting reality, NPR's Mankiewicz says

Line between fact, fiction blurs, says NPR head, citing distorted view people have on crime

Television is causing Americans to "blur the line" between fantasy and reality, and that could have profound social and political consequences, according to Frank Mankiewicz, president of National Public Radio.

Speaking to a national council meeting of the League of Women Voters in Washington, Mankiewicz said one reason people are losing their ability to distinguish between what they see on the screen and reality is that television is more attractive than reality. Television, he said, is "predictable," while reality is "haphazard and chaotic."

But the result of that blurring is that people are tending to give more credence to what they see on TV than what they experience in their day-to-day lives.

For example, Mankiewicz said, many Americans weren't surprised when John Wayne was awarded the "Medal of Freedom," the United States' highest civilian award, for being a "great American." But, Mankiewicz said, though Wayne may have been an "honest, decent, hard-working fellow," he wasn't a great American. "But lots of people thought he deserved the medal because he played great Americans," he said.

Advertisers use people's belief in television to their own advantage, he said. For example, he said, it's no accident that actor Robert Young "tells you what kind of coffee to drink." But Young isn't being used to sell coffee because of his profession as an actor but because of his image as a doctor [from the *Marcus Welby* series], he said.

Mankiewicz also said that President Reagan's election could at least partly be attributed to the image he portrayed in his films, noting that if Reagan had played the bad guy roles Richard Widmark had played, he wouldn't have stood a chance.

Mankiewicz also said that Reagan used his image as a "friend" to his advantage, wiping out the Democrats' campaign that attempted to portray Reagan as a dangerous man to be feared. Mankiewicz said when Reagan "smiled up at the cameras ... you realized he was a friend ... and you could not fear him."

Television is shaping people's political attitudes in other ways, too, Mankiewicz said. For example, he said, surveys have shown that heavy television viewers, inundated by crime shows, estimate that the crime rate is from seven to 10 times heavier than it actually is. "That means they're going to live their lives in different ways," he said, "sending their children to different schools, staying home more, voting in different ways ... and perhaps they may imagine this country to be as beleaguered as they perceive their families to be."

That same credibility in television programing is largely responsible for Americans having mistaken notions of how our political institutions work, how doctors treat patients and how the criminal justice system works.

Mankiewicz admitted that he had no solutions for the problem, but he thought it was a "sobering thought, and I just hope you take it with you."

Public radio honors its own

CPB hands out annual radio awards in Los Angeles; highest honor goes to Billy Taylor

National Public Radio's Edward E. Elson Distinguished Service Award for 1981 was presented at the annual Public Radio Conference in Anaheim, Calif. (BROADCASTING, May 4), to Dr. Billy Taylor, host of the network's *Jazz Alive* series. Taylor, who has a doctorate in music, was recognized for his work in presenting the nation's only national weekly broadcast of jazz in performance. Taylor is widely recognized as a pianist, composer, and music historian.

William H. Kling, president of Minnesota Public Radio, was given the fifth annual Edward R. Murrow Award for outstanding contributions to public radio by the Corporation for Public Broadcasting. Kling was cited as "the individual most responsible for insuring the technical and programatic versatility of the public radio satellite system," through his early involvement in the planning of the satellite-based network.

Winners of the Corporation for Public Broadcasting's annual Public Radio Program Awards were also presented. CPB Board Member Jeff Cowan announced the following recipients for 1981:

WADE(FM) Atlanta □ Best news and public affairs documentary, for "No More Fields to Plow."

WEBR(AM) Buffalo □ Best regularly schedules newscast.

Western Public Radio, San Francisco □ Best station-initiated news coverage for *Invisible Victims: Japanese-American Survivors of the Atom Bomb.*

WUHY(FM) Philadelphia □ Best spot news coverage, for *91 Report.*

WGBH(FM) Boston □ Best arts and humanities documentary, for *First Person America: Voices of the Thirties-Harlem Stories.*

KXPR(FM) Sacramento, Calif. □ Best arts and humanities coverage, for *Sacramento Spectrum.*

South Carolina Educational Radio Network □ Best music performance, for *Marion McPartland's Piano Jazz II.*

ZBS Foundation, Fort Edward, N.Y. □ Best spoken arts coverage, for *The Blackmailer.*

KBYU(FM) Provo, Utah □ Best spoken arts coverage, for *The Halloween Tree.*

WUHY(FM) Philadelphia □ Best live radio, for *Fresh Air.*

KSOR(FM) Ashland, Ore. □ Best children's program, for *Chatterbox: How Giamee the Ax Found Out ...*

WBEZ(FM) Chicago □ Best children's program, for *Audio Jam: Telephone Communication.*

KUT(FM) Austin, Tex. □ Best instructional program, for *Star Date.*

KUOM(AM) Minneapolis □ Best other special interest program, for *Aging in America.*

(BPH-10,389, as mod.) to change TL to 0.25 miles east of County Road 80, 0.5 miles north of County Road 62 S.E. of Clyde, Ohio; specify SL and RC to 1859 West McPerson, Clyde. Ann. May 20.

■ KMYO(FM) Broken Arrow, Okla.—Seeks CP to make changes in ant. sys. Ann. May 20.
40KLNK(FM) Oklahoma City—Seeks modification of CP (BPH-800616AG) to increase ERP: 100 kw (H&V). Ann. May 20.

■ WKVR-FM Huntingdon, Pa.—Seeks CP to change frequency to 103.5 mhz.; increase ERP: .013 kw (H&V); HAAT: minus 376 ft. (H&V). Ann. May 20.

■ WJCR(FM) Washington, Pa.—Seeks CP to change frequency to 92.1 mhz. Ann. May 20.

■ WJYN(FM) Nashville, Tenn.—Seeks CP to changes TL; Nashville; change ERP 16 kw (H&V); change HAAT: 1241 ft. (H&V) and make changes in ant. sys. Ann. May 20.

■ WIRJ-FM Humboldt, Tenn.—Seeks CP to change TL to Sanders Bluff Road, approx. 1 mile West of Fairview, Tenn.; increase ERP: 3 kw (H&V); HAAT: 300 ft. (H&V); change type trans., and make changes in ant. sys. Ann. May 20.

■ KTUF(FM) Terrell Hills, Tex.—Seeks CP to increase HAAT: 444 ft. (H&V) and decrease ERP: 1.025603 kw (H&V). Ann. May 20.

■ KPCW(FM) Park City, Utah—Seeks CP to change TL to Summit County, .5 mile N.N.W. of Park City, Utah; change HAAT: minus 24 ft. Ann. May 20.

■ WKCJ(FM) Lewisburg, W.Va.—Seeks mod. of CP (BPH-9915) to change TL to about 3 miles S.W. of Center of Ronceverte, approx. 0.6 miles South of Bend in the Greenbrier River, near Ronceverte, W.Va. Ann. May 20.

■ WCFW(FM) Chippewa Falls, Wis.—Seeks CP to utilize trans. and ant. as aux. stand-by units and install new trans. and ant. (Harris FML-3E). Ann. May 20.

TV Applications

■ WRJK-TV Bluefield, W.V.—Seeks MP (BPCT-801024KE) to change TL to upon East River Mountain, 1.8 miles S.E. of Springville, VA.; HAAT: 2504.3 ft. Ann. May 20.

AM Actions

■ WBRB(AM) Mt. Clemens, Mich.—Granted CP to make changes in ant. sys. and decrease height of tower to 193 ft.). Action May 11.

■ WYGK(AM) Wyoming, Mich.—Granted CP to change TL to Indian Mounds Road, Grandville, Mich.; change SL and RC to 325 28th Street, S.E., Grand Rapids, Mich. and change type trans. Action May 12.

FM Actions

■ WOKD(FM) Arcadia, Fla.—Granted CP to increase HAAT: 295.59 ft. (H&V). Action May 12.

■ WHIA(FM) Dawson, Ga.—Granted CP to increase HAAT: 300 ft. (H&V) and change TPO. Action May 12.

■ WGCS(FM) Goshen, Ind.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP: 7.4 kw increase HAAT: 58.5 ft. and change TPO. Action May 12.

■ WWYD(FM) White Plains, N.Y.—Granted CP to increase ERP: 0.6 kw (H&V) change type trans. and change TPO. Action May 12.

■ WZXI(FM) Gastonia, N.C.—Granted CP to change type trans.; change type ant. (H&V); increase ERP: 100 kw (H&V) and change TPO. Action May 8.

■ WWMO(FM) Reidsville, N.C.—Granted mod. of CP to change type trans.; change type ant. (H&V); increase ERP: 100 kw (H&V); increase HAAT: 750 ft. (H&V) and change TPO. Action May 8.

■ WAEZ(FM) Akron, Ohio—Granted CP to make changes in ant. sys; change type ant. (Kathrein) 752-490, 1 sect. (H&V); decrease ERP: 11.75 kw (H&V); increase HAAT: 886 ft. (H&V) and change TPO. Action May 12.

■ WUTS(FM) Sewanee, Tenn.—Granted CP to change freq. to 91.3 mhz; increase ERP 205 w; HAAT: 658 ft. Action May 12.

■ WFMR(FM) Milwaukee, Wis.—Granted CP to make changes in ant. sys.; change TL to: 0.5 miles north of East Capital Drive on North Humboldt Avenue, Milwaukee; change type ant. (H&V); decrease ERP: 20 kw (H&V); increase HAAT: 306.67 ft. (H&V) and change TPO. Action May 12.

TV Action

■ WCCT-TV Columbia, S.C.—Granted MP to change ERP to 994.9 kw vis., 99.5 kw aur.; change trans.; and make changes to the ant. sys. Action May 11.

In Contest

Procedural ruling

■ *Henderson and Owensboro, Ky. (Murray State Univ. and Western Kentucky Univ. **FM PROCEEDING.** Granted joint request by applicants, dismissed with prejudice applications of Murray State and Western Kentucky, and terminated proceeding (By MO&O; BC Doc. 80-529-530). Action April 24.

Designated for Hearing

■ Applications for Moore's Service, South Shore Radio-Telephone Inc., and Noah Corp. for facilities in Domestic Public Land Mobile Radio Services (DPLMRS) at Fort Wayne, Ind., and application fo Better Beepers Inc., for DPLMRS station at Marion, Inc., to determine on comparative basis, nature and extent of service proposed by each applicant and to determine and compare needs for proposed services in those areas; and in light of evidence adduced from above issues, which applications would best serve public interest. Action May 15.

Allocations

■ Oildale, Calif.—Assigned 95.3 mhz to Oildale as its first FM assignment, effective July 10 (BC Doc. 80-515). Action May 11.

■ Kailua-Kona, Hawaii—In response to petition by Norman E. and Sally A. Garrison, proposed assigning 93.5 mhz to Kailua-Kona as its first FM assignment, comments due July 10, replies July 30 (BC Doc. 81-331). Action May 11.

■ Owensville, Mo.—In response to petition by Gerald W. Hertlein proposed assigning 95.3 mhz to Owensville as its first FM assignment, comments due July 10, replies July 30 (BC Doc. 81-333). Action May 11.

■ Atoka, Okla.—In response to petition by M.J. Chase proposed assigning 103.1 mhz to Atoka as its first FM assignment, comments due July 10, replies July 30 (BC Doc. 91-334). Action May 11.

■ Newport, Wash.—In response to petition by Pend Oreille Valley Broadcasting proposed assigning 104.9 mhz to Newport as its first Class A FM assignment, comments due July 10, replies July 30 (BC Doc. 81-332). Action May 11.

Earth Stations

Applications

■ Cylix Communications Network Inc. for Houston (4.6m; S-A; E3036).

■ Hi-Net Communications Inc. for Monroe, La. (5m; E3196).

■ Cylix Communications Network Inc. for Canonsburg, Pa. (4.6m; E3197).

■ Teleprompter Corp. for San Bernardino, Calif. (4.5m; Andrew; E3198).

■ Daniels Cablevision Inc. for Squires Dam, Calif. (5m; S-A; E3199).

■ Idyllwild Cablevision Inc. for Idyllwood, Calif. (5m; S-A; E3200).

■ Carlsbad Cablevision for Carlsbad, Calif. (5m; S-A; E3201).

■ Service Electric Cable TV Inc. for Allentown, Pa. (5m; S-A; E3202).

■ Mid State Community TV Inc. for Burwell, Neb. (5m; Comtech; E3203).

■ United Cable Television Corp. of Michigan for Woodhaven, Mich. (5m; Anixter-Mark; E3204).

■ Cable Electronics Inc. for Anson, Tex. (5m; Anixter-Mark; E3205).

■ RCA American Communications Inc. for Cape Canaveral AFB, Fla. (10m; Andrew; E3206).

■ Satellite Cable TV Corp. for Scott AFB, Ill. (4.6m; S-A; E3207).

■ Madrid Cablevision for Madrid, Iowa (4.6m; S-A; E3208).

■ Saline County Cable Television Inc. for Benton, Ark. (4.6m; S-A; E3209).

■ Community Tele-Communications Inc. for Glenwood Springs, Colo. (4.6m; S-A; E3210).

■ Community Tele-Communications for Monroe City, Mo. (4.6m; S-A; E3211).

■ Nation Wide Cablevision Inc. for Poulsbo, Wash. (4.6m; S-A; E3212).

Cable

■ FCC received the following cable service registrations:

■ Alert Cable TV of North Carolina Inc. for Orange and Long Beach, both North Carolina (NC0256, 227) new signal.

■ Satellite Cablevision Inc. for Johnson, Ind. (IN0253) new signal.

■ Valley Telco for Leola, S.D. (SD0062) new signal.

■ Rockingham-Hamlet Cablevision Inc. for Rockingham, N.C. (NC0254) new signal.

■ Cleveland Area TV Inc. for Broadview Heights, Ohio (OH0863) new signal.

■ Popshop Three TV Cable Inc. for Canebrake, W.Va. (WV0681) new signal.

■ BA Communications Inc. for Lantanna Cascade, Fla. (FL0521) new signal.

■ Camelback Cablevision Inc. for Phoenix, Awahtuckee, both Arizona (AX0115,6).

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses